



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

H4/B
AM/rd
NY/rd

In re the application of:)
Marks et. al.) Examiner: Alain L. Bashore
Serial No. 09/852,809)
Filed May 11, 2001) Art Unit: 3624
For: Bidding Method for)
Internet/Wireless Advertising)
and Priority Ranking in)
Search Results)

RESPONSE TO OFFICE ACTION

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MAR 5 - 2004

GROUP 3600

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This paper responds to the Office Action mailed October 8, 2003. Please amend the Claims and consider the following remarks in connection with the above identified pending application.